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62.5  
Time of Shipment

Roots will be shipped after April 1st to June 1st, earlier shipments will not be guaranteed. Plants will be shipped after May 15th to June 15th. All retail orders shipped prepaid.

# 1935 DERRING-DO DAHLIAS



Visitors Always Welcome to Our Gardens

LIBRARY

RECEIVED

★ JUN 12 1935 ★

LOCATED: U. S. Department of Agriculture.  
One mile east of town, center along State Highway No. 29, to and up Glenside Avenue, first left driveway end.

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### References:

The First State Bank, Scotch Plains, N. J.  
Westfield National Bank, Westfield, N. J.  
American Dahlia Society  
New Jersey Dahlia Society  
National Commercial Dahlia Growers Association, Inc.

### Terms: Cash

(Stamps not accepted)

Orders are filled in rotation: ordering early will insure the reservation of varieties that may be sold out. Substitutions are not permitted unless so ordered by customer.

All tubers and plants are GUARANTEED true to name, and their arrival in good growing condition.

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**FREDERICK E. DIXON**

DERRING-DO

Scotch Plains, N. J.

(WEstfield 2-3125)



It would be difficult indeed to imagine a more valuable or a more complete guide for the cultivator of a dahlia or for the person who aspires to have a dahlia garden some day.

Just think of the time and money wasted every year (to say nothing of the sad disappointments) on dahlias that, because of improper planting and care, never materialize.

***This is the result of following the Derring-Do Dahlia Guide***

# This Splendid Guide Tells You Everything You Should Know About Dahlias

HERE at last is a Guide that gives not only the complete romance about dahlias, but also the practical side as well. For many years there have been dahlia books available but the majority have proven cumbersome for the average lover, or else their scope has been far too limited. But here are definite, time-tested instructions that anyone can understand for the cultivation and care of **every** type of dahlia. It tells you when and how to start the seeds, whether indoors or out, when to set out plants, how to transplant, cultivate and water, how to care for plants, and the best kinds of soil for them—these are only a few of the essential details covered.

Just as much importance is laid on the artistic side of dahlia planting—whether you want dainty flowers or showy flowers, whether you want them for outdoor display or for cutting, for hedges, grouping massing or distant effects.

Price 25c

Refunded on all orders exceeding \$1.00

Coin Card Enclosed.

## UNSOLICITED COMMENT

From Ohio:

“Dear Mr. Dixon:

I am again reading your Dahlia Guide, very interesting. I believe if all our customers could be induced to have a copy, it would be helpful to us all, especially the cuts on how to plant. Plants, it seems, too few understand, they don't get them deep enough.

D. Paul Wickersham,  
MAD RIVER GARDENS,  
Urbana, Ohio.”

From Michigan:

“Dear Mr. Dixon:

Another thing you have issued one of the finest books on dahlia growing I have ever seen and I guess I have seen most of them. By that I mean that for Mr. Average Man it just simply cannot be bettered. Just why some of the other growers have not taken it up and issued it from your rights I fail to understand. Surely it would be well worth all the royalty they have to pay. I know if I were in a position to do so I would not hesitate a minute as it gives a service that you and I and others like us have had to experiment and work with, until we secured the results desired.

M. J. Reynolds,  
REYNOLD'S DAHLIA GARDENS  
Royal Oak, Mich.”

From Connecticut:

“Dear Friend Dixon:

I have read your very interesting guide thru several times, and find much valuable information in it, in fact it is in a class by itself, among the many that I have received.

Your very truly,  
Wm. J. Rathgeber.”

From New York, 2-3-32.

“Dear Sir:

Two years ago I bought your collection No. 1 and I wish (at this rather late day) to thank you for your generosity in substituting some very fine expensive roots in place of those you could not supply as listed in the group. You were kind enough to substitute Jane Cowl, Saxon Chief, Harry Mayer, and other and in accordance with the slogan of the National Association of Commercial Dahlia Growers I want to say that I received **more** than a “Square Deal.” In view of your very generous treatment toward a casual buyer whom you never saw or heard of before, it is needless to say that I will be glad to tell others to deal with Derring-Do for an honest and “Square Deal.”

Very sincerely yours,  
Otta M. Waeterling,  
1392 Boston Rd.  
New York City.”



# 1935 PRICE LIST 1935

## 1935 NOVELTIES

### DERRING-DO

#### "CLASSIC"

For a long time "The Elite" has asked for a refined dahlia flesh-pink informal decorative, more flesh than pink, one that both for exhibition and cut-flower size. At last it is here, a has no peer, hence the name "CLASSIC".

The above is a re-print of my ad. before the "Write-ups" and is therefore comforting to introduce a dahlia that has the approbation of recognized authority.

Mr. Hart states in his "DAHLIA REVIEW" the following:

"It was the best novelty in the 1933 Brooklyn Show and not since the introduction of May Queen in 1934 has such a distinctive pastel shade been shown. The color is warm, very definite but very light pink, almost flesh color. Unlike some pastel shades it is attractive in full sunlight and under artificial light as well. An outstanding grower."

At the A.D.S. Trial Grounds at Storrs, it won a Certificate of Merit and was "The most outstanding superb growth."

Plants \$5.00 Roots \$10.00

### DERRING-DO BOUQUET (No. 8)

This is a small burnt-orange cactus flushed pink that is superb that it has the distinction of being the first of my introductions to be named DERRING-DO in spite of a desire to hold that name for a large type. It is a clean grower and good bloomer or it never would have received that name.

Plants \$1.50 net Roots \$3.00 net

### DERRING-DO POM (19)

This is an exceptional pompon, it is a prolific bloomer and the color is that of Elite-glory and never larger than a half-dollar.

Plants \$1.00 Roots \$2.00

### OTHER INTRODUCTIONS

#### CITY OF CLEVELAND

A Certificate of Merit winner at Storrs in 1933. It is included in Mr. Hart's "Dahlia Review", winner of the Sweepstakes in Ohio State Show, 1932; on this year's Mid-West Roster and in Howe's List in the "Flower Grower."

The color is bright-scarlet splashed with orange to intense orange with a slight blush of gold.

This is an informal decorative and one that is rumored to be one of the winners in the Show-room this fall.

Plants \$5.00 Roots \$10.00

### ROCKLY MOON

I happened to be one of the judges when this flower was shown and was competing with a very formidable opposition such as Lord of Autumn. It was the high-light of the A.D.S. Trial Garden in 1933, winning certificates of Merit. It won as Best Bloom in West Virginia State Show, also the best Formal Seedling at Rockville Center. The color is bright yellow with bronze tints and very large. It heads the list on Mr. Hart's "Dahlia Review" of formal decoratives.

Plants \$5.00 Roots \$10.00

### DERRING-DO FEATURES

#### SEED

At Last Satisfactory Dahlia Seed.

That represents testing, experimenting and studying the subject for a period of many years and it is with a great deal of pride that I can now list for the first time dahlia-seeds that I am proud of.

For several years I have had calls for my seed but never have I had enough of the worthy kind that I would care to recommend. While my supply is limited I do feel sure that those purchasing them will be amply repaid.

8 gr. (50-75) Seed \$2.50  
16 gr. (100-150) Seed \$5.00

#### A SOIL TEST

How can you be sure of treating your soil correctly if you do not know the proportions of its ingredients?

Soils tested by me include:—  
State of Alkalinity; Acidity; Phosphorus; Nitrate; and Potash, with recommendations for improvement.

### FREE

With every \$15.00 purchase  
One Year's Membership to the  
AMERICAN DAHLIA SOCIETY

The BULLETIN of the society is published quarterly and contains valuable information on Dahlia growing. It is sent free to every member, plus two tickets to their Annual Show. Dues \$2.00.

Write:

C. Louis Alling, Secy.  
251 Court Street,  
West Haven, Conn.

F. E. DIXON

### GENERAL LIST

#### MINIATURE DAHLIAS

	Plants	Roots
Bishop of Llandaff, Brilliant-brick-red	.75	
Blanche, White	.75	
Kingcup, Pale-yellow	.75	
Coronne, White	.75	
Derring-Do-Bouquet, (New cactus) Orange-pink	1.50	3.00
Fedora, Cerise-salmon on yellow	.75	
Irene, Pink	.75	
Little Jewel, Pink	.75	
Pink Pearl, Rose-pink	.75	
Springfield, Light & dark-pink	.25	
Rouge-straip-blanc, Red & White	.50	

#### BALL DAHLIAS

	Plants	Roots
Garnet Ball, Garnet-red	.25	
Jayseedee, Light-violet speckled red	.50	
King of Shows, Deep Buttercup-yellow	.75	
Mary Helen, Canary-yellow	.75	
Maud Adams, Shell-pink	.25	
Purple Ball, Light-purple	.50	
Silver Quarta, Lavender	.50	

#### COLLARETTE DAHLIAS

	Plants	Roots
Geant DeLyons, Velvet-maroon, cream collar	.50	1.00
Erika, Deep Crimson	.50	.75

#### POMPON DAHLIAS

	Plants	Roots
Jonnie Pippin, Dark-crimson	.25	
Little Belle, Mauve-pink	.25	
Little David, Russet-orange	.25	

#### DAHLIAS

#### DAHL

# INTRODUCTION OF 1934



## "PRINCETONIAN"

(A DAHLIA WORTHY OF THE NAME)

Colvin-Derring-Do

An informal Decorative Dahlia with petals blended light-orange-yellow and coral-pink that twist and curl from an ideal center. A flower 8-11 inches (and without forcing) on a stem and neck that is perfection beyond improvement.

This dahlia has:—Colr, size color-stability, stem, neck, large-leaf, good bloomer, good root maker, good propagator and not "tricky" to grow. In short a grand dahlia without "Ballyhoo." **NOTE:** This is the seedling that caused the crowd to gather and try to buy at the N. Y. Show in 1932, but limited stock prevented its sale. It's regretable that no picture was taken of the 50 bloom display of it in the Brooklyn Show last October. Suffice to state that they were like the one checked (v) in the display-cut of the 1933 folder.

Plants \$3.75

Roots \$10.00

I. M. COLVIN

Princeton,

Ind.

DERRING-DO DAHLIAS

Scotch Plains,

N. J.

1935



# “Classic”

*See description on column one*

## *Dahlia Notes*

